

City Of Fremont Gateway Concept Plan

Adopted by the Fremont City Council
On January 15th, 2002

City Of Fremont Gateway Concept Plan

Adopted by the Fremont City Council
On January 15th, 2002

Prepared for the City of Fremont by
BM SDesign Group

&

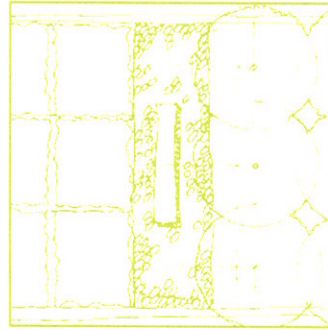
The Office of Michael Manwaring

INTRODUCTION

Purpose of This Report	2
Project Background	3
Gateway Design Challenges	4
Design Opportunities	5
Gateway Locations	6
Related Projects	12

GATEWAY CONCEPT

Design Philosophy	14
Key Elements	15
Sign	16
Landscaping	22
Trees	23
Shrubs and Groundcovers	26
Paving	32
Prototype Landscape Layouts	34
Prototype Gateway Designs	40
Gateway Concept Studies for Other Locations	43
Costs	51



INTRODUCTION

Purpose of this Report

THIS GATEWAYS CONCEPT PLAN summarizes the City of Fremont's program to improve major gateways to the community in order to give the City added visibility and identity, and to develop a consistent and welcoming image at various entries to the city.

The plan was prepared with the participation of key City staff and a consultant team including BMS Design Group and the Office of Michael Manwaring.

Project Background

LOCATION

The City of Fremont is in Silicon Valley, 30 miles south of Oakland, 15 miles north of San Jose, and 50 miles across the Bay from San Francisco.

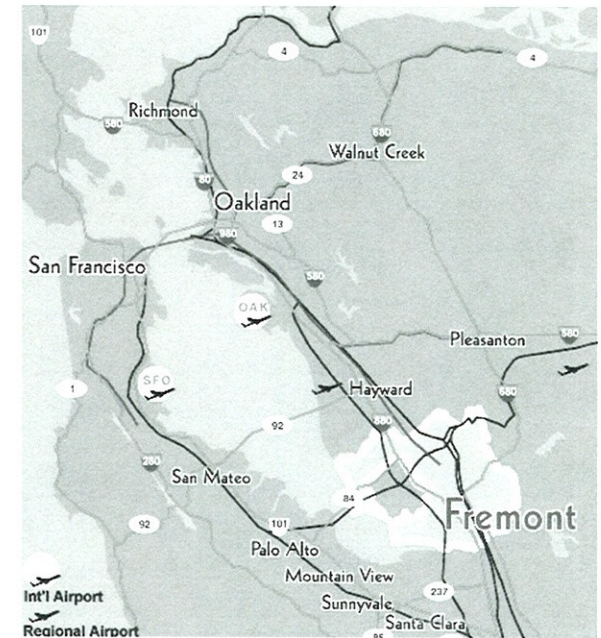
The City has approximately 200,000 residents spread over nearly 100 square miles. Incorporated in 1956, the City was originally composed of five separate smaller historic communities: Centerville, Niles, Mission San Jose, Irvington and Warm Springs.

The Spanish first settled the Fremont area with the establishment of Mission San Jose. In the mid-1840's John C. Fremont mapped a trail through Mission Pass to provide access for American settlers into the southeastern San Francisco Bay Area. In 1853 Washington Township was established, taking in the five historic communities.

Fremont has grown into a community of wide landscaped streets, 52 city parks, the San Francisco National Wildlife Refuge, Coyote Hills Regional Park, and the unique Adenwood Farm Historical Park. Fremont boasts a low crime rate and is recognized as an ethnically and culturally diverse family-oriented community.

Fremont's vibrant commercial/industrial sector is exemplified by the New United Motor Manufacturing Plant (NUMMI), a joint venture between General Motors and Toyota. As part of the world famous Silicon Valley, Fremont is also proud to be home to Lam Research, LSI Logic/Micronics Computers, Logitech, and HMT Technology, as well as many smaller but rapidly growing technology companies.

The City is bordered by Mission Peak and the East Bay Hills on the east and the San Francisco Bay on the west. Major freeways from north and south are interstate 680 along the foothills and Interstate 880 on the west. State Route 238 (Mission Boulevard) also runs north to south. State Route 84 runs through Niles Canyon, crosses Fremont westerly, and continues across the Dumbarton Bridge. Other east to west arteries include Stevenson Boulevard and Mowry Avenue, both of which pass through the Fremont Central Business District. Automall Parkway crosses 680 and 880 and continues westerly as the main access to the future Pacific Commons technology park and future 400-acre wetland restoration.



Gateway Design Challenges

THE VAST AREA COVERED by Fremont compromises the City's ability to have a unified image at its borders. The city spreads over a very large area, and is accessed by a network of freeways, highways, and city streets, most of which continue through adjacent communities in the East Bay. The continuous fabric of urbanization throughout the East Bay and lack of topographic differentiation except at the far west (the Bay) and the far east (the foothills) makes distinguishing between the various communities a challenge.

In addition, much of the access to Fremont is via high speed roads, either freeways, highways or major arterial roadways, all of which are heavily traveled and have multiple travel lanes. Simply marking the edge of the city with typical city limit signs or small identity signs can be easily overlooked due to the speed of travel and driving concerns.

The Interstate freeways that cut through and provide primary access also impact the ability to develop an image for the City. Designed and maintained by Caltrans, these corridors are characterized by soundwalls and the minimal landscaping. However, Caltrans has recently implemented new plantings at several important gateway interchanges, namely Mowry Avenue, Stevenson Blvd. and Decoto Road which will, over time, somewhat improve the image of the City from the freeways.

Finally, the prevailing scale of development at the edges of the city – generally lower scale, industrial or commercial development, with large setbacks with parking often in the foreground – does not provide a strong defining architectural element to the gateways to further distinguish them.

Design Opportunities

WHILE THE CHALLENGE to devising memorable gateways to the City is substantial, Fremont offers a unique blend of characteristics that offers opportunities for design interpretation. A number of themes were discussed that could have applicability in the gateway concepts.

Among them were:

- History of Fremont
- New technology, Silicon Valley, industry
- Agricultural uses and imagery, orchards, grasses
- Cultural diversity
- Railroads in Fremont history

Among the elements that could be considered for inclusion in a gateway treatment and were explored in this process were:

- Signs
 - Lighting
 - Paving
 - Planting
 - Water features
 - Public art
 - Flagpoles
-

Gateway Locations

PRIOR TO THE INITIATION of this gateway study, city staff surveyed the many entries to the city and identified the most important among them for further study. A subset of the city's entries was analyzed to determine existing conditions and opportunities for improvement. Conditions assessed included soil, sidewalk, trees/plants, irrigation, open space for signage, ownership of land, apparent utilities, built features, presence of median, and general condition/appearance.

Fourteen entries into Fremont were identified to be studied as part of this planning effort. Due to logistical difficulty and potentially high costs, none of the entries identified are within the Caltrans right-of-way along either I-880 or I-680 freeways. Instead, the plan addresses areas immediately off the off-ramps of the freeways in addition to other entry locations.

A process of prioritizing the gateways for implementation was undertaken by staff. The priorities of high, medium and low provide a strategy for the timing of implementation.

Criteria for grouping the locations included:

- Cost appears to be reasonable pending further detailed analysis
- Location is prominent
- No need to acquire properties, easements or right-of-way
- No apparent conflict with up-coming public or private projects

Based on these criteria, the gateway locations, grouped by priority, are as follows:

High Priority

Decoto Road/Route 84 east of I-880
 Kato Road facing I-880 (northbound)
 Mission Boulevard at northern City limit
 Mowry Avenue east of I-880
 Stevenson Boulevard east of I-880
 Warm Springs Boulevard at southern City limit

Medium Priority

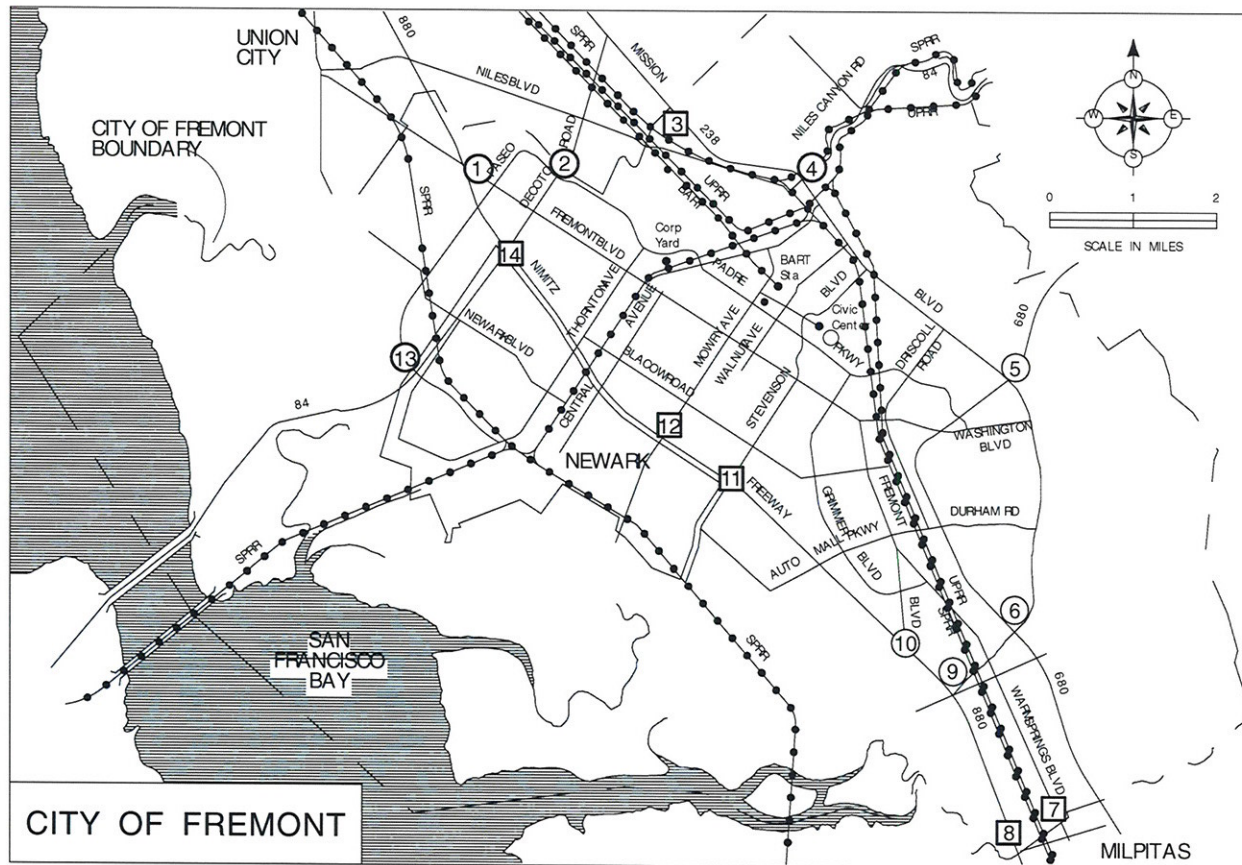
Decoto Road at Paseo Padre Parkway
 Fremont Boulevard (north) east of I-880
 Niles Canyon Road 84 at Mission Boulevard
 Paseo Padre Parkway N of Route 84 (in Northern Plains)

Low Priority

Fremont Boulevard east of I-880
 Mission Boulevard at I-680 (north)
 Mission Boulevard at I-680 (south)
 Mission Boulevard east of I-880

Gateway locations may shift in priority after adoption of the Plan. As implementation plans are developed and more detailed analysis is performed, staff may find that the above stated criteria or other considerations suggest a change in priority. The priorities are, therefore, considered flexible with the precise order of installation to be determined.

Gateway Concept Plan - Location Map

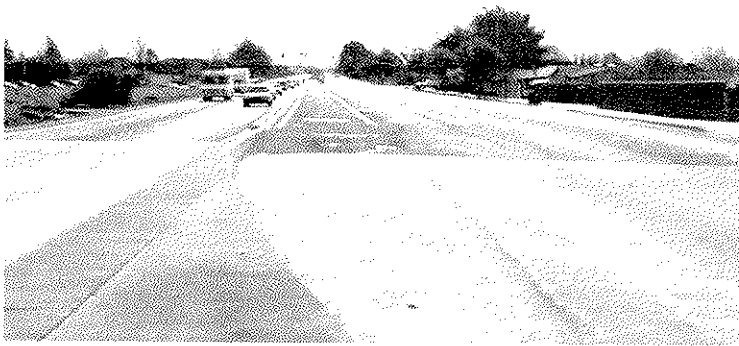


- ① FREMONT BLVD. (North) EAST OF I-880
Medium Priority
- ② DECOTO RD. @ PASEO PADRE PARKWAY
Medium Priority
- ③ MISSION BLVD. @ NORTHERN CITY LIMITS
High Priority
- ④ NILES CANYON/ ROUTE 84 @ MISSION BLVD.
Medium Priority
- ⑤ MISSION BLVD. @ I-680 (North)
Low Priority
- ⑥ MISSION BLVD. @ I-680 (South)
Low Priority
- ⑦ WARM SPRINGS BLVD. @ SOUTHERN CITY LIMITS
High Priority
- ⑧ KATO ROAD FACING I-880 (Northbound)
High Priority
- ⑨ MISSION BLVD. EAST OF I-880
Low Priority
- ⑩ FREMONT BLVD. EAST OF I-880
Low Priority
- ⑪ STEVENSON BLVD. EAST OF I-880
High Priority
- ⑫ MOWRY BLVD. EAST OF I-880
High Priority
- ⑬ PASEO PADRE PARKWAY NORTH OF ROUTE 84
(in Northern Plains)
Medium Priority
- ⑭ DECOTO ROAD/ROUTE 84 EAST OF I-880
High Priority

□ = HIGH PRIORITY

○ = MEDIUM PRIORITY

○ = LOW PRIORITY



2 Decoto Road looking to Paseo Padre Parkway



2 Decoto Road looking to Paseo Padre Parkway on Bridge



3 Mission Blvd looking SE



4 Niles Canyon Road looking SW to Mission Blvd



5 Mission North @ I-680 looking South



5 Mission Blvd @ I-680 looking North



6 Mission Blvd South @ I-680 looking South



6 Mission Blvd South @ I-680 looking North



9 Mission @ Warm Springs Blvd looking NE



10 Fremont Blvd @ I-880 looking North



11 Stevenson @ I-880 looking NE



12 Mowry @ I-880 looking NE



14 Decoto @ I-880 looking NE

Related Projects

CITY LIMIT SIGNS

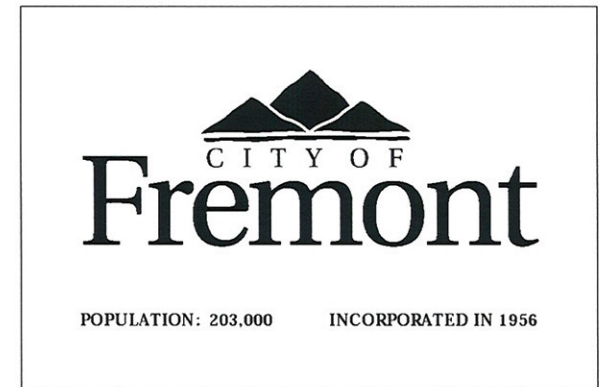
Related to these gateway treatments, Economic Development staff has been working with Maintenance and Recreation Services to design and install new city limit signs as part of the implementation strategy for the City's new logo approved by City Council. There are approximately 40 existing signs located throughout the City that will be replaced. The sign replacement process is expected to be completed in 2001.

CITY LOGO

Also, Fremont unveiled its new City logo and marketing campaign: "There's More to Fremont!" at the State of the City Address in early 2001. The City's new image, developed over the past year in collaboration with City staff, community focus groups, and marketing consultants, more accurately profiles Fremont as the

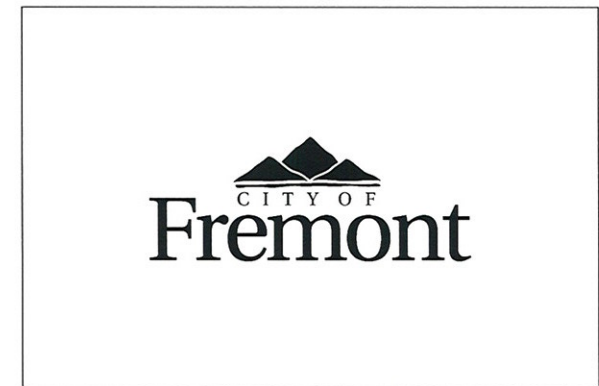
fourth-largest city in the Bay Area and a growing high-tech hub of Silicon Valley boasting 1,300 technology companies.

The new logo depicting Fremont's Mission Peak replaces the former "Five F's" logo that represented the historic districts of Centerville, Irvington, Mission San Jose, Niles, and Warm Springs. Today, the City is represented by a growing high-tech Silicon Valley community, while still embracing the historic character represented by the original five districts in addition to Ardenwood, the Central Business District and many other neighborhoods.



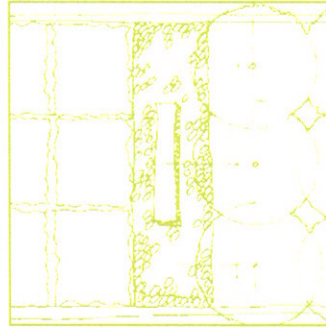
city limit sign

Not designed by the Gateway Design Team



official city logo

Not designed by the Gateway Design Team



GATEWAY CONCEPTS

Design Philosophy

DESIGN FOR THE FREMONT GATEWAYS establishes a straightforward yet elegant design vocabulary that will be adaptable to a variety of configurations and speak to the diversity of Fremont residents, businesses and visitors. Since there are potentially fourteen locations where gateways will be installed, it is important that the design concept be adaptable to varying conditions.

Design solutions will promote a consistent and attractive image for Fremont's borders.

Key Elements

KEY ELEMENTS OF THE DESIGN APPROACH INCLUDE:

Simple: The gateway concept is simple, making it easily recognizable and also adaptable to a variety of conditions.

Elegant and timeless: Fremont is a diverse and vital city that is changing and evolving; its gateways, like its overall image, should project a timelessness that will endure and remain current.

Use of City logo elements: The City is attempting to create a recognizable and unique image; elements of the recently adopted logo can be adapted to the gateway elements to ensure a consistent image throughout a variety of city materials and locations.

Consistent design concept to make gateways identifiable: Given the number and variety of locations for the gateways, the basic design concept must be clear enough to be discernable, and consistent enough to be noticeable under a variety of conditions.

Respond to specific site locations: The medians and sides of the roads at the fourteen sites vary; gateway elements must be adaptable to a variety of available sites.

Easily visible: The gateways vary enormously in their configuration and context; the gateway treatments must be legible and easily identified.

Reasonable cost: Since the City is so vast, and as many as fourteen gateways could be installed in this program, it is essential that the treatment be cost-effective, both in terms of initial capital costs as well as ongoing maintenance costs.

Ease of maintenance: Fremont City staff will be required to maintain all elements of the gateway treatments, therefore materials must be resilient and vandal-resistant and landscaping must not require frequent attention.

While a variety of elements were considered for the gateways, cost considerations as well as the desire for a timeless and straightforward concept, led to design concepts that rely on a simple monument sign and surrounding landscape.

Elements that will be included, therefore, are:

- Sign
- Lighting
- Paving
- Street trees
- Shrubs and Groundcovers

In the future, it would be possible to further differentiate the gateway sites with public art, banners, or other elements.

Sign

THE GATEWAY SIGN IS MEANT to communicate simplicity, elegance and civic pride. It will be located either in the median of the roadways, or in situations where there is inadequate width, in the street sidewalk/setback area.

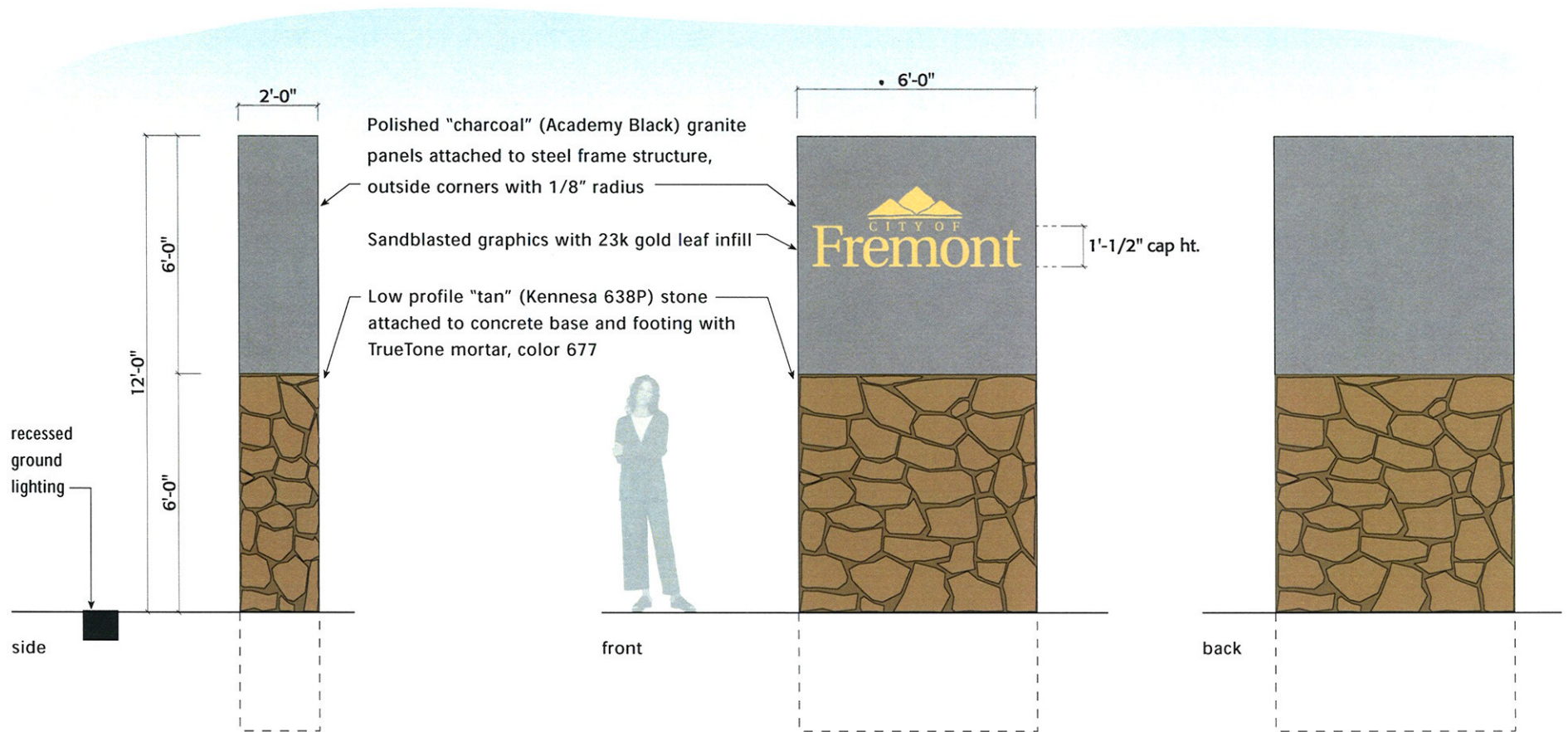
The unique combination of natural materials, which contrast polished charcoal granite with rustic tan stone suggests the diverse character of Fremont. This combination of materials and textures allows the sign to take on different shapes and proportions, as dictated by varying site conditions, and still maintain a consistent and memorable character.

The word “Fremont”, as displayed in a simple roman typeface, communicates arrival and self-confidence. Deep etched lettering filled with gold leaf is classical as well as durable in that it does not fade or tarnish.

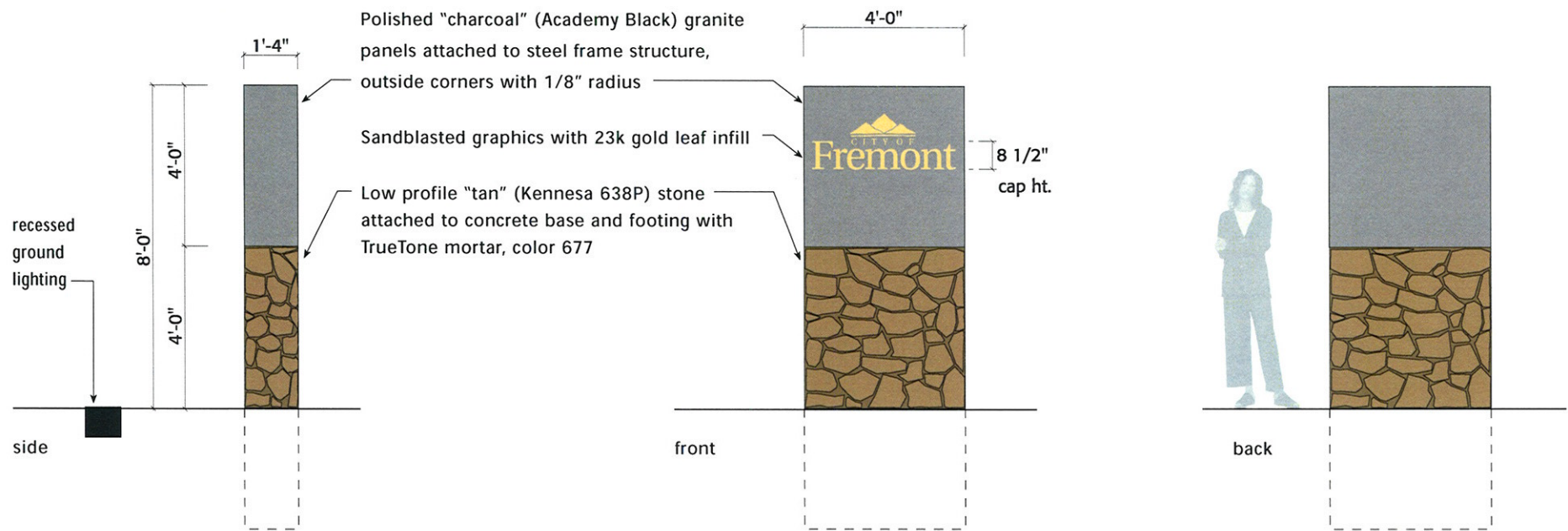
The monument sign consists of a rusticated tan stone base with a charcoal grey polished granite top. The word “Fremont” is carved into the granite and highlighted with gold leaf. The sign can be configured in varying heights and widths to fit a variety of site conditions. The sign will be lighted for nighttime viewing with vandal-resistant uplights.

Materials to be used were tested by Parks and Maintenance staff and held up well to vandalism and graffiti.

The diagrams that follow illustrate five variations on the sign configuration that can be chosen among depending on site constraints.

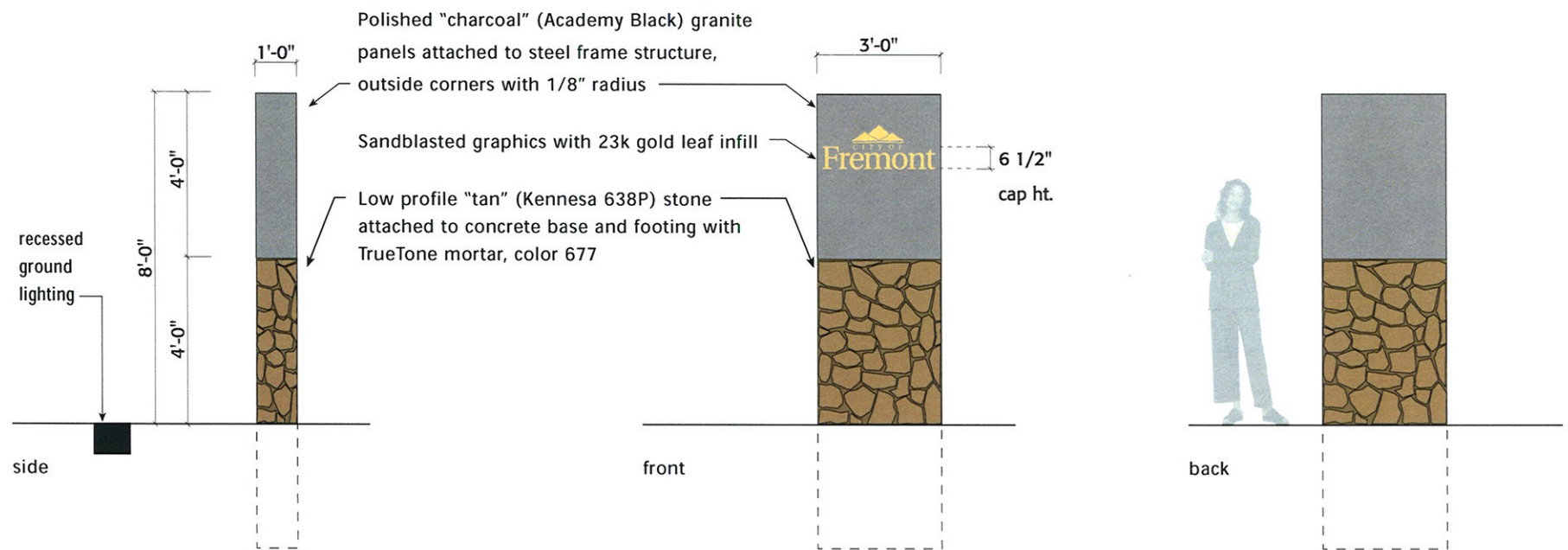
**6' x 12' Vertical Sign**

Scale: 1/4" = 1' - 0"

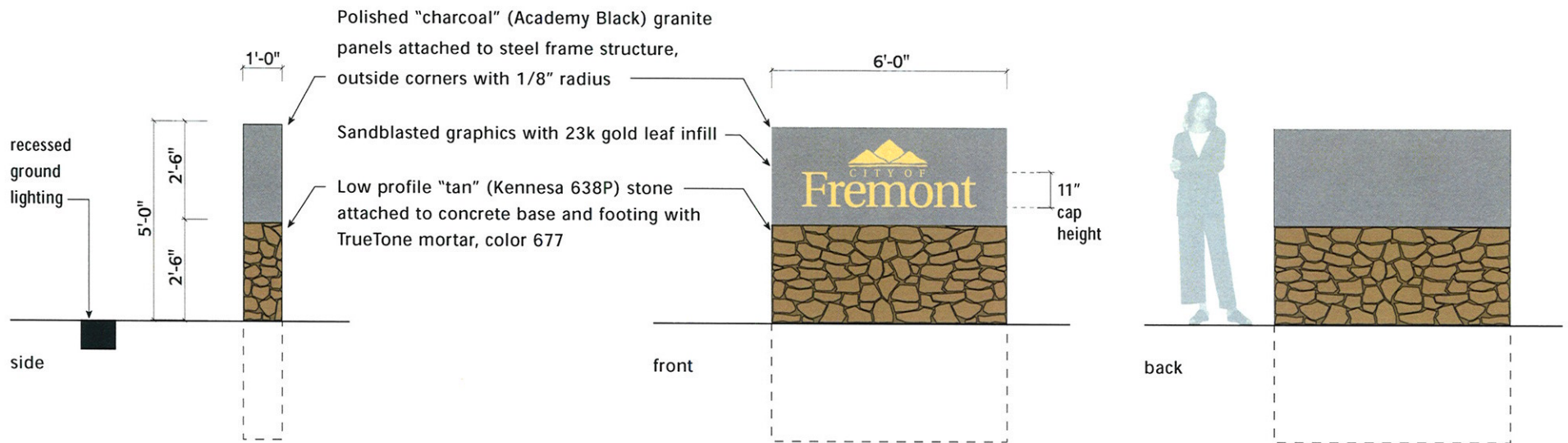


4' x 8' Vertical Sign

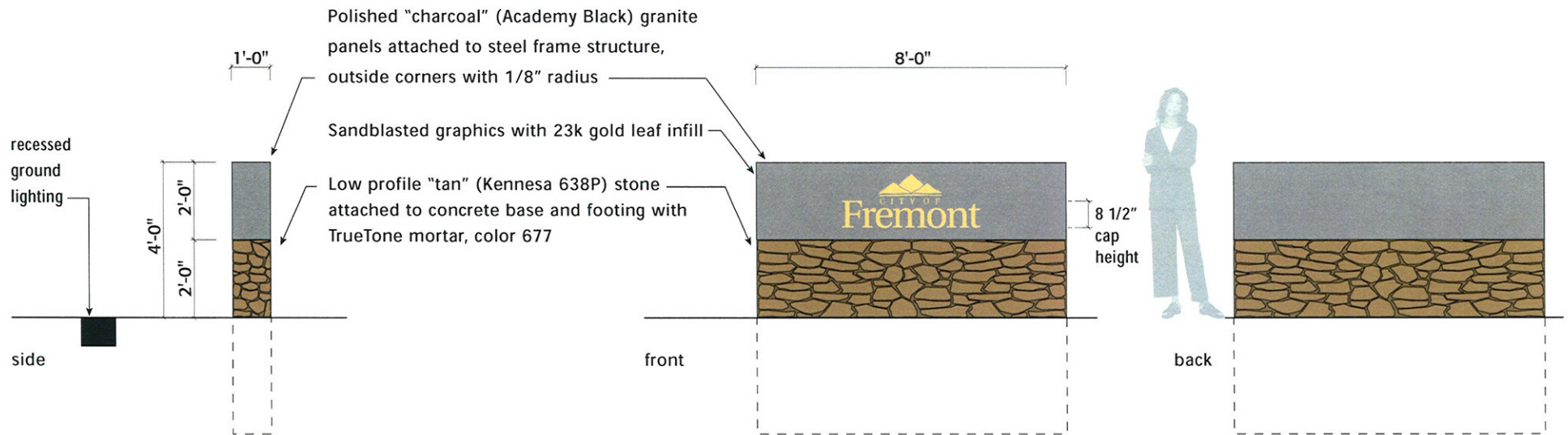
Scale: 1/4" = 1' - 0"

**3' x 8' Vertical Sign**

Scale: 1/4" = 1' - 0"

**6' x 5' Horizontal Sign**

Scale: 1/4" = 1' - 0"

**8' x 4' Horizontal Sign**

Scale: 1/4" = 1' - 0"